

## IVECO APPOINTS SASCHA KAEHNE AS UK & IRELAND BUSINESS DIRECTOR

Basildon, May 31, 2019

Sascha Kaehne is to lead IVECO in the UK & Ireland after being appointed to the position of Business Director.

Kaehne is relocating to the UK from IVECO's heavy truck manufacturing plant in Madrid, Spain, where he has been Business Director for EMEA Heavy Trucks since 2017. Prior to this he was Managing Director for IVECO Trucks Germany for four years, following a series of senior sales and marketing roles for both the truck and bus business divisions across Europe.

His first role was as a Project Manager for Fiat Spa in 2002, which he undertook whilst completing an MBA at Heriot-Watt University in Edinburgh, Scotland.

Commenting on his appointment, Kaehne says: "I'm in the enviable position of taking on this new role at a key moment for IVECO, just weeks following the international launch of our New Daily light commercial vehicle, and as we prepare to unveil our new heavy truck range this summer.

"The next few months promise to be very exciting; and I'm looking forward to capitalising on my heavy truck background to maximise all opportunities in this major market."

Kaehne will be based at IVECO's UK headquarters in Basildon and replaces Stuart Webster, who has elected to leave the organisation to pursue other interests.

Webster comments: "I've enjoyed a wonderful 19-year career within the group, including more than six years as Managing Director of IVECO Capital and two years as Marketing Director EMEA for CNH Industrial Financial Services. Having the opportunity to lead IVECO in the UK and Ireland these last four years has been a privilege, and I wish everyone within the brand the very best for the future."

### IVECO

*IVECO is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). IVECO designs, manufactures and*



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markets a wide range of light, medium and heavy commercial vehicles, off-road trucks, and vehicles for applications such as off-road missions.

The brand's wide range of products include the Daily, a vehicle that covers the 3 – 7 tonne vehicle weight segment, the Eurocargo from 6 – 19 tonnes, the Trakker (dedicated to off-road missions) and the Stralis, both over 16 tonnes. In addition, the IVECO Astra brand builds off-road trucks, rigid and articulated dumpers as well as special vehicles.

IVECO employs close to 21,000 individuals globally. It manages production sites in 7 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 4,200 sales and service outlets in over 160 countries guarantee technical support wherever an IVECO vehicle is at work.

To download supporting imagery: <http://gk.news/IVECO>

For further information about IVECO: [www.IVECO.com](http://www.IVECO.com)

For further information about the IVECO dealer network: <http://www.IVECO-dealership.co.uk>

For further information about CNH Industrial: [www.cnhindustrial.com](http://www.cnhindustrial.com)



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